

Day1-Laying the Foundation for Marketplace Journey

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Step 1:- Marketplace types:-

- E-commerce

Reason

- The e-commerce marketplace is feasible for handmade products and accessible globally.
- It has large scale market and low market competition.
- Local markets reduce their profits, and e-commerce platform can remove this barrier.

Step 2:- Business Goal:-

- The Demand for handmade items has been increasing globally and limited existed platforms exclusively for handmade bags, jewelry and other fashion items in Pakistan can be a first-mover advantage.
- International markets including western and middle-east countries value handmade products, ~~can be~~ which also shows the export potential.

→ Target Audience:-

- Gender: Female
- Age Group: Above 18 years
- Overseas Pakistanis

⇒ Offered Products:-

- Niche E-commerce Market place:
Handmade jewelry & bags

⇒ Uniqueness:-

- Design
- Quality
- Customisation
- Affordability
- Eco-friendly

Step: 3:- Data Schema

A: Products:-

Product ID: Unique identifier [001-B for Bags]

Name : ProductName (Handmade Bags)

Price : Per unit cost.

Stock : Quantity Available.

Category: Type of Product (Bags, Jewelry, Accessories)

Dimensions: Size/weight details.

Rating : Avg Customer rating - link to Reviews

Product Image: To show case the product.

B: ~~Seller~~ Customer.

Customer ID: Unique identifier:

Customer Name:

Email Address:

Phone Number: Contact No.

Address : Delivery Address

Wishlist : Array of product references added

Purchase History: Array of Past orders.

Payment Methods: COD / online payment

C: Orders

Order ID:

Product Details: Array of product references with quantities.

Total Price : Order Cost

Payment Status: ~~link to~~ e.g Pending, Paid - link to the Payment

Order Status, e.g in process, shipped, delivered, cancelled

Time : Date & Time order was placed

Shipping Details: Shipment References

Customer References link to the Customer table.

Date _____

D: Categories:

• Category ID:

Name : Category Name

Description : Short Description

Image : Representative image for the category.

E: Shipment:

Tracking Number : Shipment tracking Number

Order Reference : link to the related order.

Status : link to the order table

Estimated Delivery Date : Expected delivery date.

Delivery Address : Reference to the ~~related~~ customer table.

F: Payment Detail:

Payment ID :

Order Reference : link to the order table.

Customer Reference : link to the customer.

Payment Method Detail : link to the customer.

Payment Status : e.g. paid, failed.

Transaction Date : Payment transaction Date

Total Amount : Amount paid

G: Reviews:

Review ID:

Product : link to product being viewed.

Customer : link to customer.

Rating : scale 1-5 / stars

Review text : Written review

Time : Date & time of review.

Date _____

Diagram:

